



## **TOPPAN** **TOPPAN MERRILL**

### **TOPPAN MERRILL CONNECT™ (“CONNECT”) STOREFRONT**

## Single source of truth— the golden repository.

A leading financial service provider decided to begin consolidation of multiple platforms and suppliers of marketing assets into what they termed their one “workbench tool.” Two of the primary drivers to consolidate platforms were:

- an inefficient and poor user experience in the field, and
- the need to effectively manage all marketing assets.

Field reps had difficulty finding relevant materials, and/or materials that were compliant with the latest revisions. As a result, marketing was bombarded with phone calls that wasted significant time dealing with material requests.

The firm researched single source, integrated marketing portals that could provide a “digital briefcase.” The goals were to offer a superior user experience, reduce costs by consolidating assets into one repository and create efficiencies for sales and marketing.



## 50+ years' experience successfully navigating regulated industry

### Solution

The firm selected Toppan Merrill Connect™ (“Connect”) Storefront to consolidate thousands of marketing assets, including printed materials, electronic downloadable content, video, kits, and interactive documents. The new Storefront, (referred to by the firm as their single source of truth, the golden repository), maintains all history of these items, along with logic to manage user suitability, geography, revisions, effective start dates, pre-ordering capabilities, special messaging for content—and it provides the ability to feature and sunset items.

### Results

Marketing can now control, update and filter all marketing assets from a single workbench, ensuring that all branding and compliance standards are met. Through user provisioning, all content is controlled in the field, including print, static and dynamic kits, electronic and mobile content. With these controls, only the most relevant, compliant, and updated content is available for the field; and field reps can find the content they need through a unified shopping cart that allows them to order personalized items along with bulk print. Additionally, everyone better understands what content is being used, and its effectiveness through robust business intelligence tools.

The main benefits marketing and sales will realize with a single source platform are:

- Eliminate multiple marketing asset platforms
- Provide geographically dispersed sales teams with a single access source to order relevant content, and streamlined marketing support
- Automate digital asset creation and approval
- Business intelligence to maximize ROI

Toppan Merrill secures solutions at every phase, so you can secure ongoing impact and growth.